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For Immediate Release

KOBELCO Construction Machinery USA Names George Lumpkins Product Marketing Manager

Houston, TX – KOBELCO Construction Machinery USA, a leading manufacturer of crawler excavators, is pleased to announce the appointment of George Lumpkins as Product Marketing Manager. As an accomplished construction equipment sales, service, engineering and product development professional, Lumpkins brings to KOBELCO more than 40 years of industry experience.

In his new role, Lumpkins will oversee and provide critical input for the engineering, design and manufacturing of KOBELCO's full line of excavators in the 3,000 lb. to 180,000 lb. classes for the North American market. He will also spearhead dealer product and service training and manage the company's service department. Lumpkins will work closely with authorized KOBELCO dealers to help ensure delivery of KOBELCO's promise of total customer satisfaction.

Though new to this position, Lumpkins is not unfamiliar with the KOBELCO brand. Over a 17 year period earlier in his career, he served as a product and service manager, sales application engineer, then as a sales and service training manager for the company. While serving in these positions, he logged 59 trips to Japan to learn about and help develop many of the technologies found in today's KOBELCO excavators. Following KOBELCO's joint venture agreement with Kobe Steel and Case New Holland in 2003, Lumpkins transitioned with the company into an excavator product specialist role under Case New Holland and took on the responsibilities of dealer sales training and product evaluation engineering.



“Having worked for KOBELCO prior, I know the company manufactures best-in-class excavators,” states Lumpkins. “When the opportunity presented itself to come back to KOBELCO and market it as an independent brand, it was like an invitation to come home. The passion that drives this company is unlike anything else I’ve seen over the course of my career. We have all the necessary components in place to gain market share in North America; the people, the product quality, the pricing and the after-the-sale support structure.”

Outside of his work with KOBELCO, Lumpkins has a history of senior-level management positions with companies such as Bucyrus-Erie, Mitsubishi, MDI Yutani, January Group and LiuGong Construction Machinery. Throughout his career, he’s been entrenched in design and engineering support, as well as product development of excavators and the attachments they support, claiming patents on many of the advancements he’s spearheaded. Additionally, Lumpkins has served on design teams for evaluation and development of loaders, motor graders, dozers, skid steer loaders, articulated haulers and more, but his first love continues to be KOBELCO excavators.

Lumpkins’ expertise is critical to KOBELCO’s goal of regaining independent market share. “George has a tremendous amount of technical and practical industry experience from which we’ll draw to ensure the successful reentry of the KOBELCO brand in the United States and Canada,” States Ron Hargrave, Vice President of Marketing and Sales for KOBELCO Construction Machinery USA. “George has been instrumental in helping reestablish the brand and the product line that will be offered to dealers and end user customers. We are delighted to have him back on the KOBELCO team.”

KOBELCO Construction Machinery USA is dedicated to producing a full range of crawler excavators for the rental, landscape, construction, aggregate, roadbuilding, material handling, site preparation, recycling and ancillary markets, including zero tail swing, standard, long-reach and compact models. KOBELCO is well known worldwide as excavator perfectionists for their steadfast



focus on improving and enhancing their singular line of products. Their machines are well-known for their advanced technologies including an innovative noise and dust reduction system, advanced hydraulic circuitry for reduction of pressure loss and superior fuel efficiency.

For more information on KOBELCO Construction Machinery USA or KOBELCO products, please visit www.KOBELCO-USA.com or call Jennifer Hennion of InQuest Marketing at 908-459-0101 (412).

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